

Innovation, créativité et gestion des connaissances

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DMA4EDD3 - 26 janvier 2023 h. 9-15

les systèmes de récompense

- les jeux sont donc considérés comme un moteur d'amélioration de soi, et en même temps une activité positive et productive pour l'individu
- statut
- accès
- pouvoir
- stuff (récompenses matérielles)
- + la monnaie virtuelle, la progression, la narration et l'expérience

le rapport action-prix

- Kevin Werback propose une typologie qui suit la théorie de l'évaluation cognitive pour déterminer la relation entre l'action et la récompense (contingence)
- tâche non-contingente
- engagement non-contingent
- condition de réalisation
- condition de performance

usability

- la «usability» n'est pas une propriété unique et ponctuelle d'une interface utilisateur : elle comprend la «learnability», ou la facilité d'apprentissage, la «efficiency», ou la capacité d'un système d'être très productif, la «memorability», ou la capacité d'être facile à mémoriser, pour ne pas avoir à tout réapprendre à chaque fois; ainsi elle prévoit que le système dispose d'un faible taux d'erreur et de la capacité de satisfaire l'utilisateur

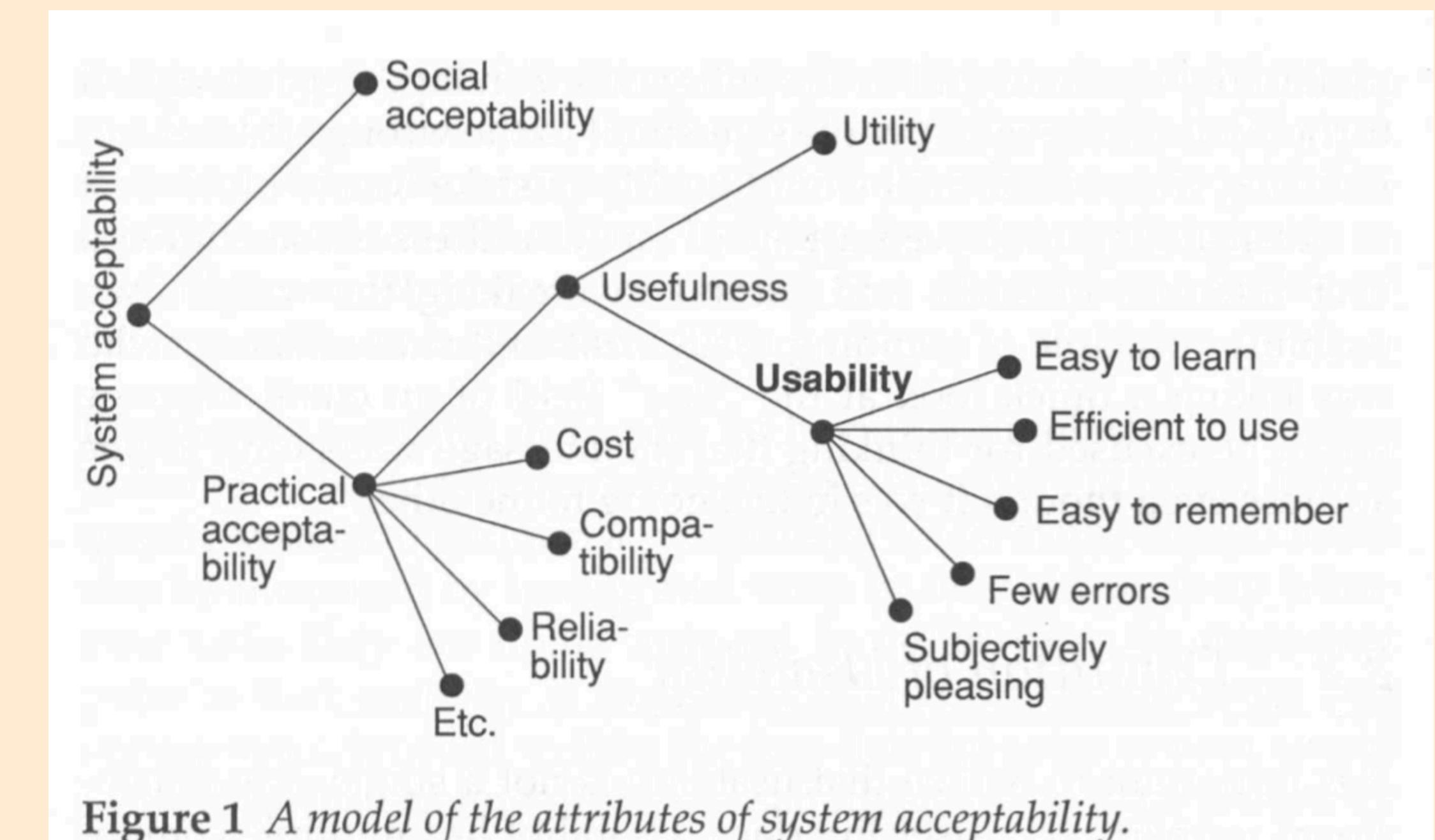
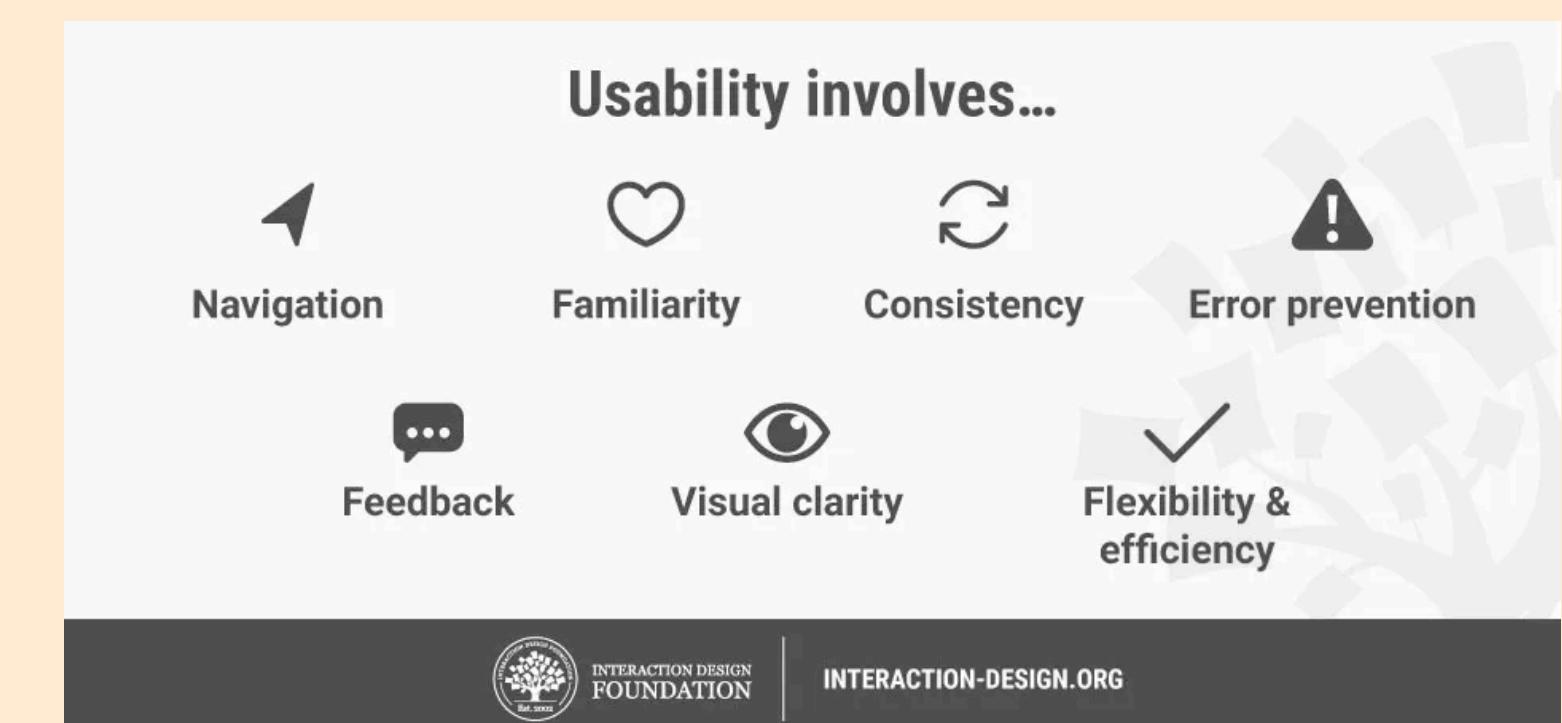
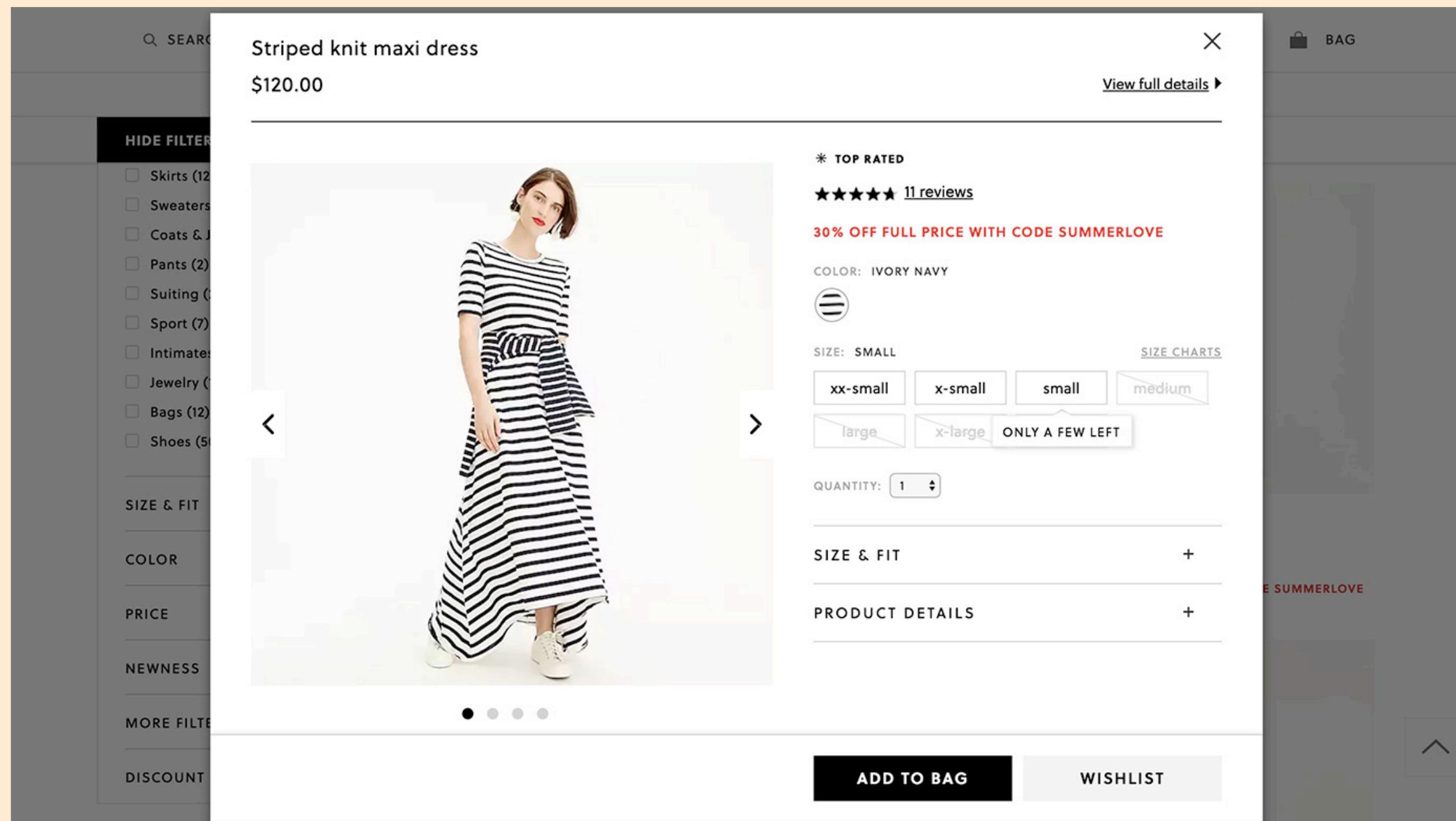
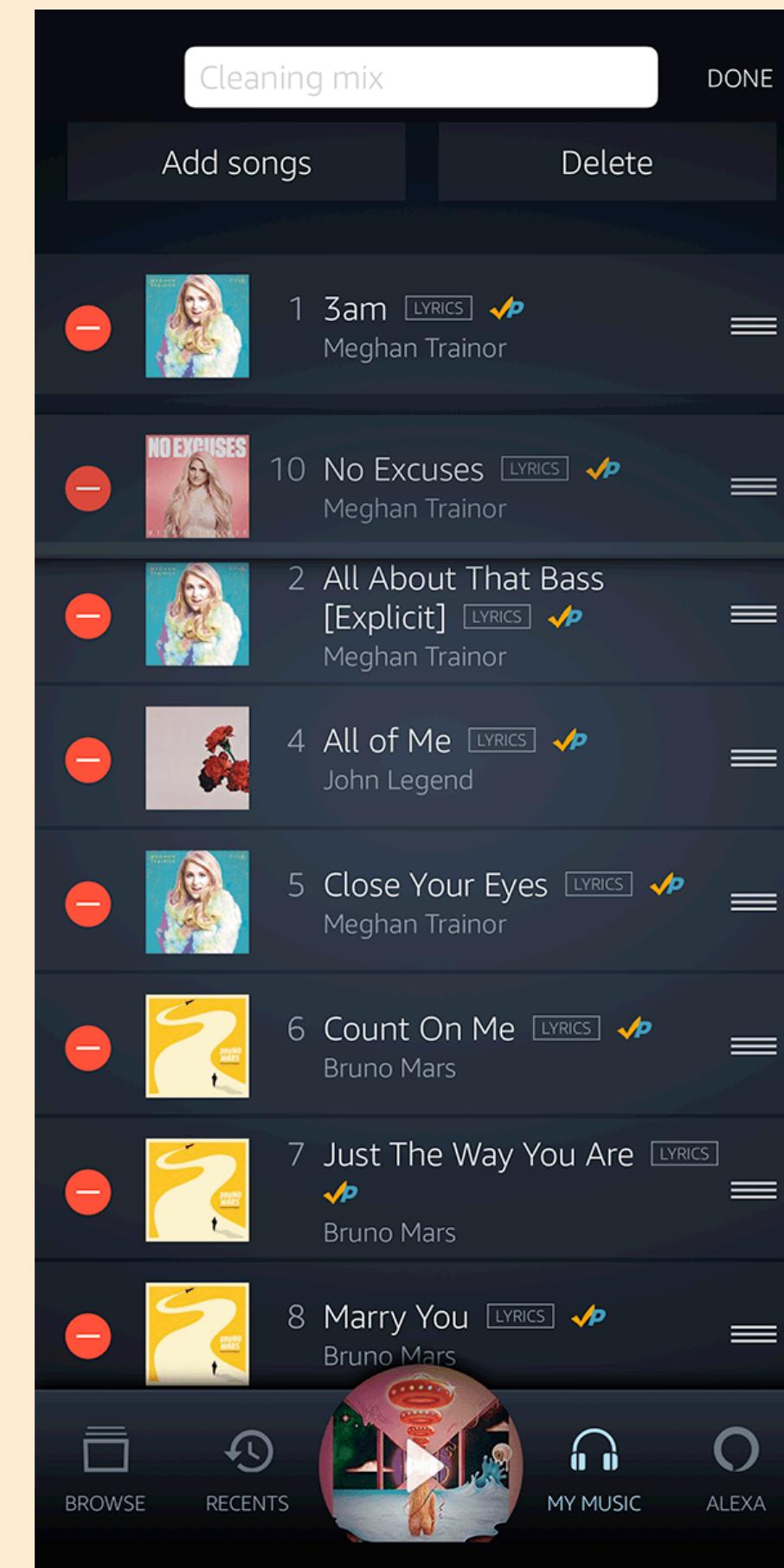
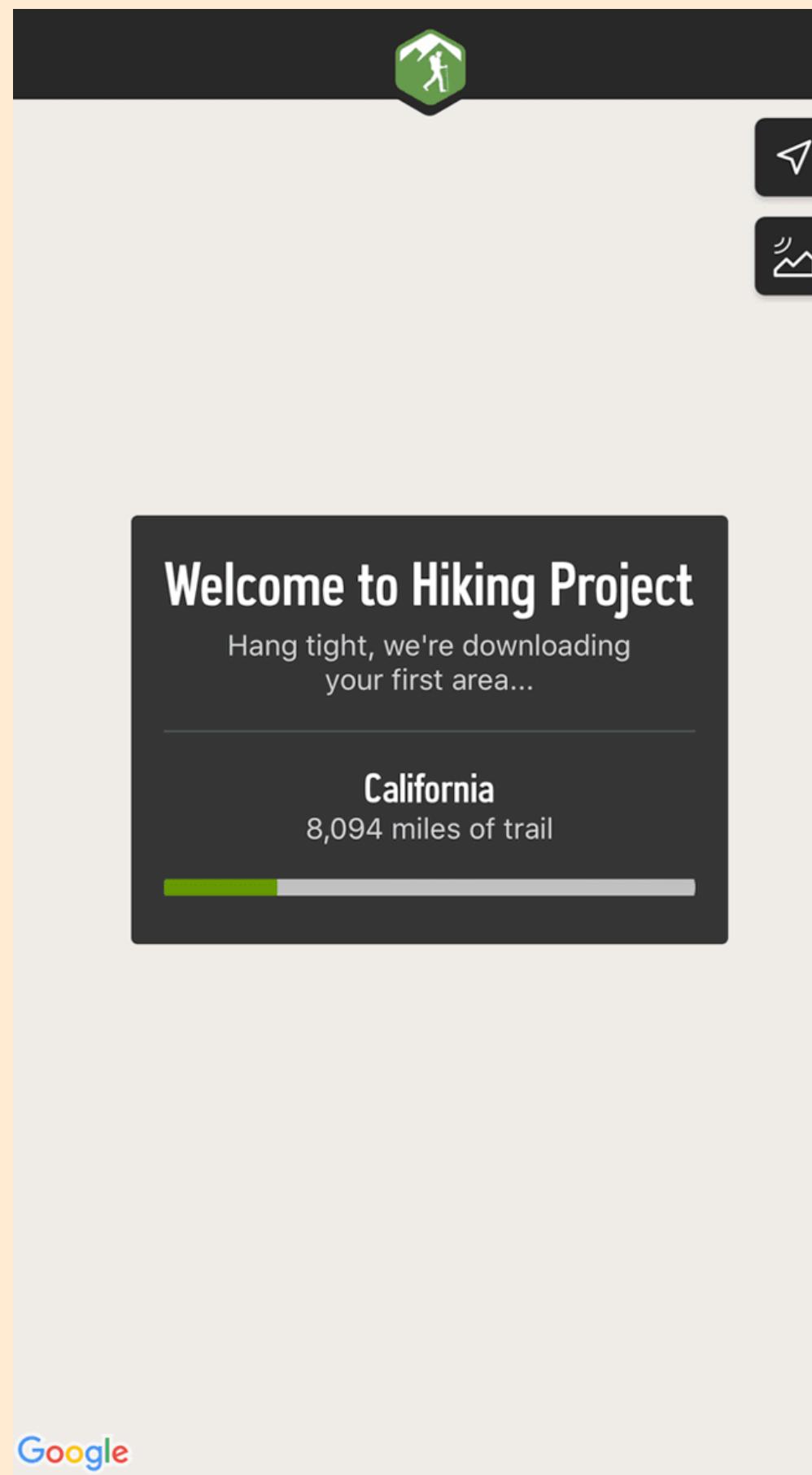


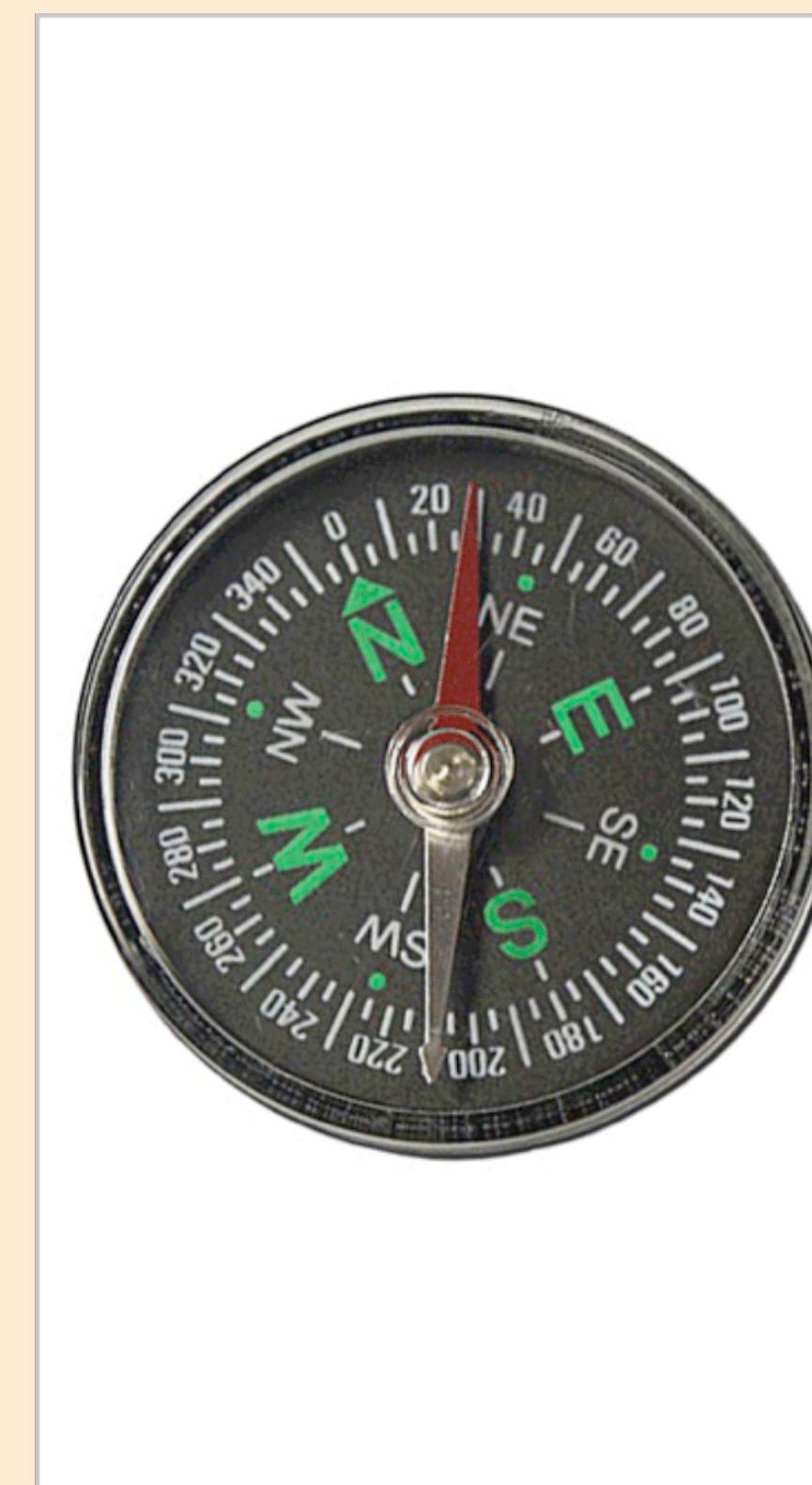
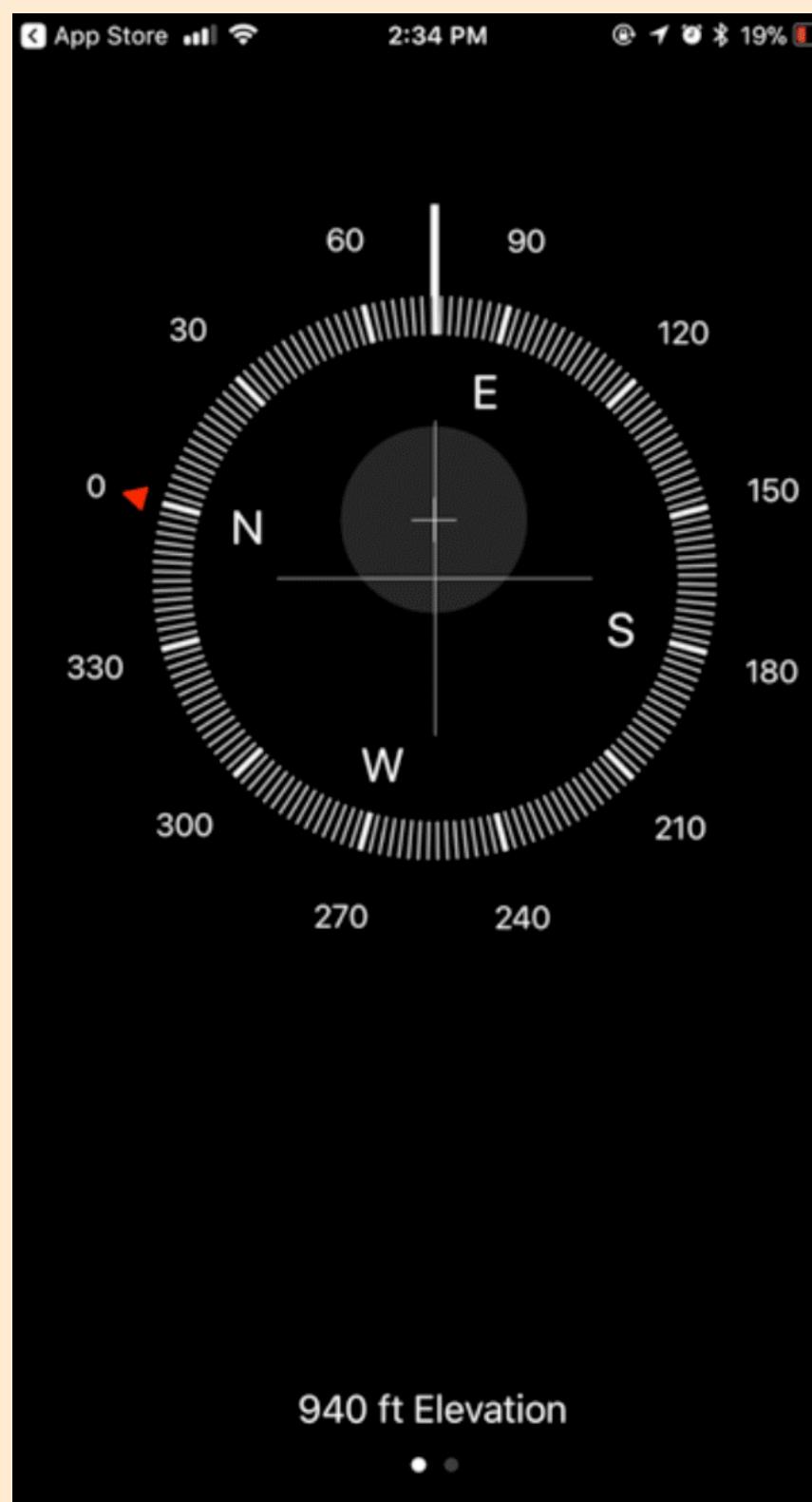
Figure 1 A model of the attributes of system acceptability.



#1 - visibilité de l'état du système



#2 - correspondance entre le système et le monde réel



The screenshot shows a webpage from BlueCross BlueShield of North Carolina. The header includes the logo and navigation links for "Preventive Care", "For Men", "For Women", and "For Children". The main content features a heading "PREVENTIVE CARE IS IMPORTANT TO YOUR HEALTH" and a sub-section "Health Benefits & Coverage" with a photograph of a healthcare professional and a patient. Below this, there are two sections: "WHAT IS PREVENTIVE CARE?" and "UNDERSTANDING YOUR PREVENTIVE CARE BENEFITS", both containing descriptive text and a "SUMMARY OF PREVENTIVE CARE SERVICES" button. At the bottom, there is a section titled "WHICH TYPES OF SERVICES ARE COVERED AT 100%" with a note about the coverage of preventive services.

BlueCross BlueShield
of North Carolina

Preventive Care | For Men | For Women | For Children

PREVENTIVE CARE IS IMPORTANT TO YOUR HEALTH

Health Benefits & Coverage

WHAT IS PREVENTIVE CARE?

Preventive care (sometimes called "preventative care") is routine health care that includes screenings, services and counseling to help prevent illness, disease or other health problems. It's covered by your plan because it can help you stay healthy and lets you know if you may develop a health problem.

Don't let disease sneak up on you. Preventive care could save your life.

UNDERSTANDING YOUR PREVENTIVE CARE BENEFITS

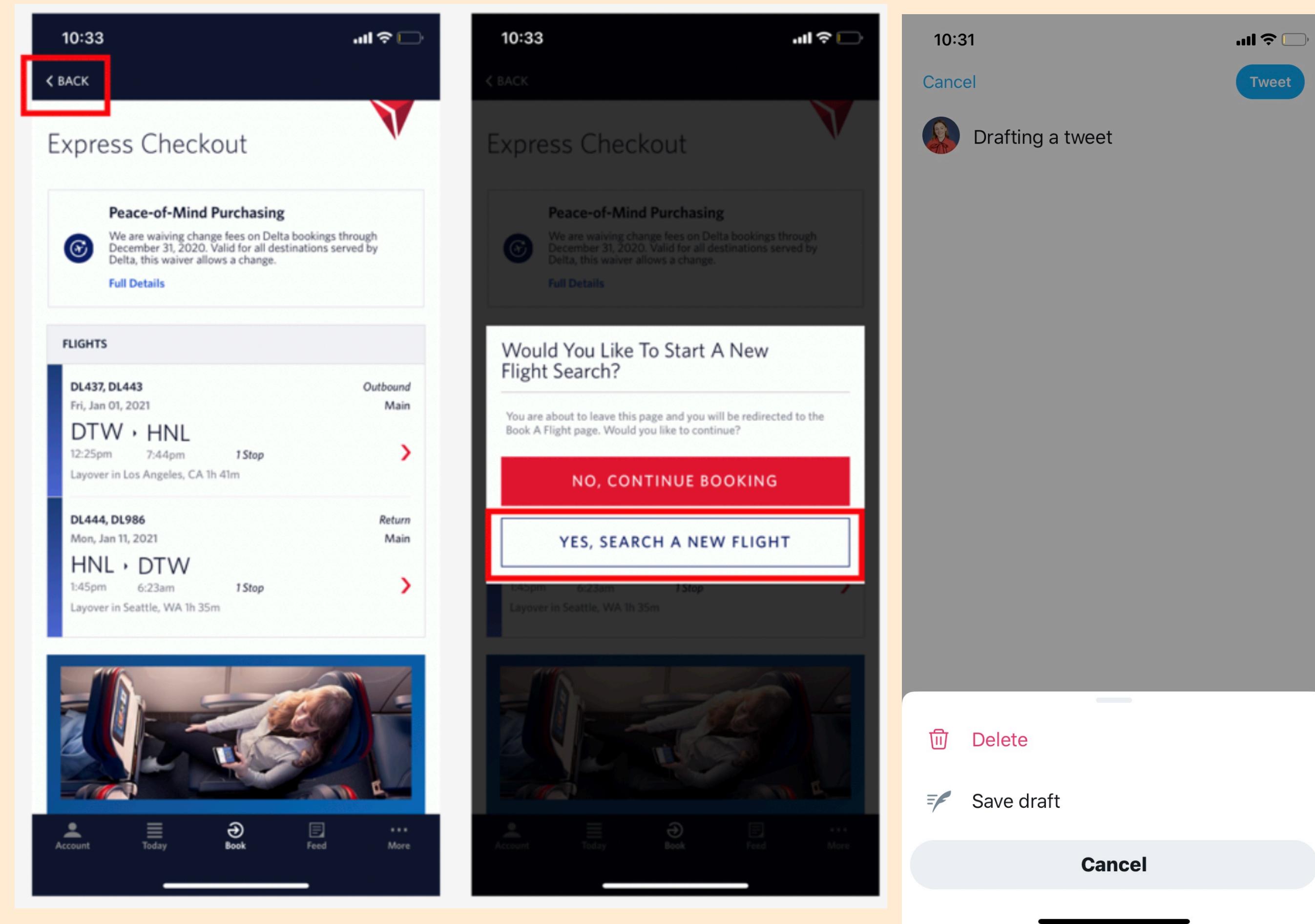
As mentioned in your benefits booklet, many screenings and tests are covered at 100% with no out-of-pocket costs to you as part of your health plan. Use your preventive care and stop health problems before they get serious.

SUMMARY OF PREVENTIVE CARE SERVICES

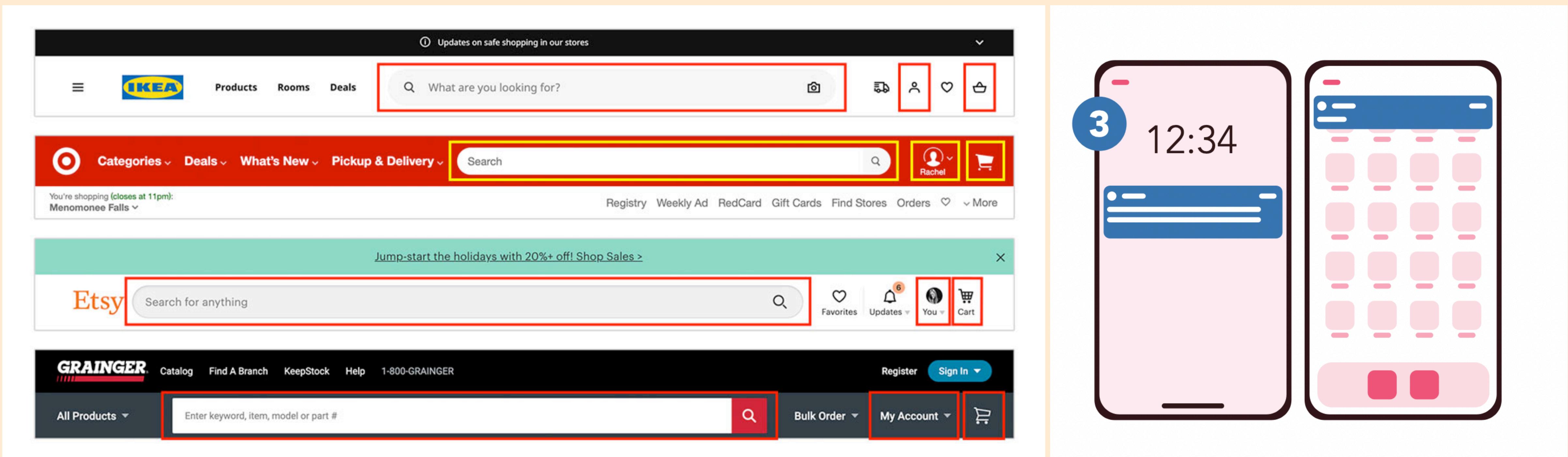
WHICH TYPES OF SERVICES ARE COVERED AT 100%

Preventive care that is 100% covered includes many important services like the ones listed below. This list is not complete, so please see the full list of preventive care services and any limitations on the [Men](#), [Women](#) and [Children](#) pages.

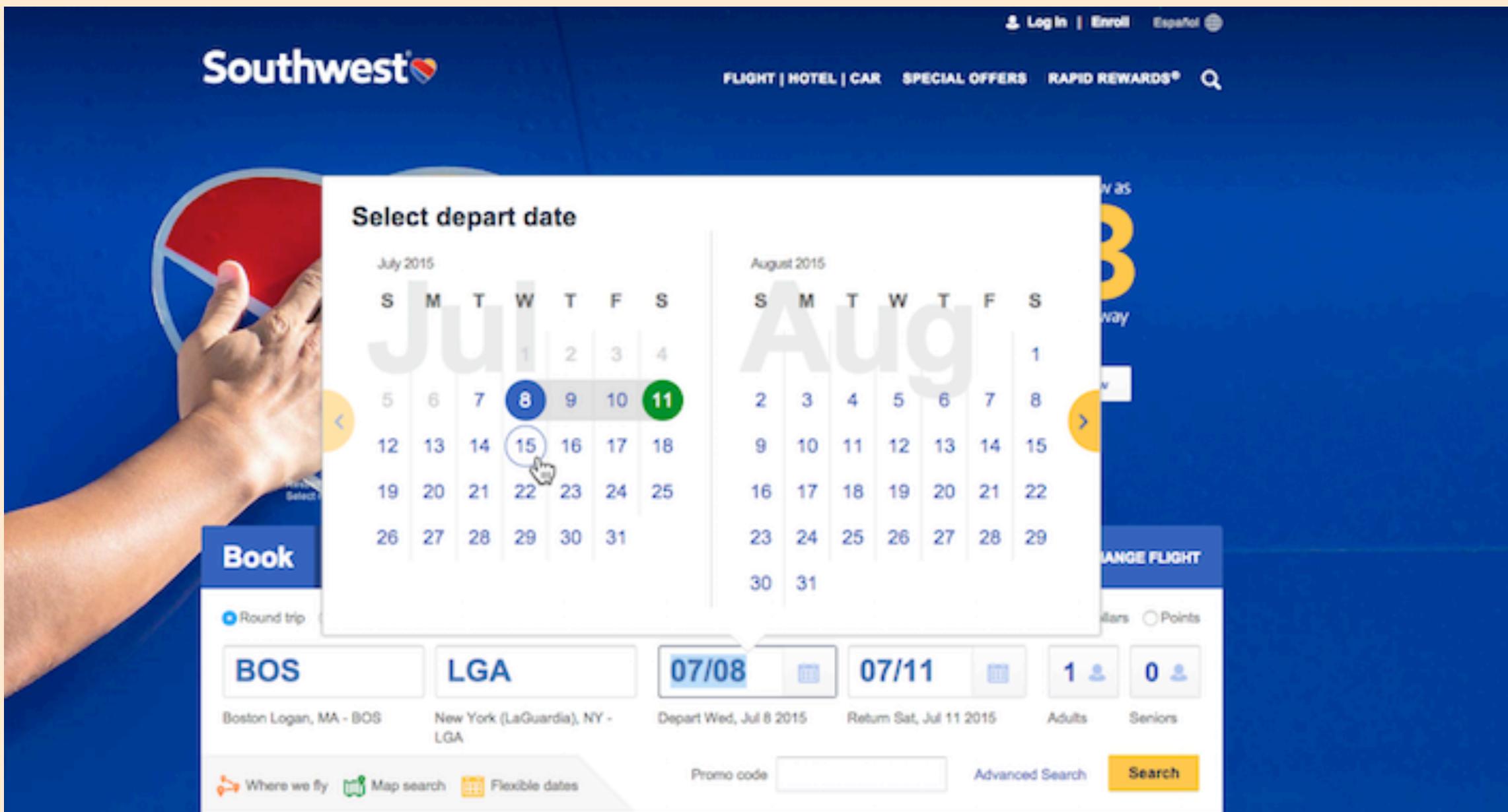
#3 - contrôle de l'utilisateur et liberté



#4 – convention et standards



#5 - prévention contre les erreurs



2

Profile

* NAME

First Name Last Name

* MOBILE NUMBER

+1 (555) 666-7778

* LANGUAGE

English (United States)

#6 - reconnaissance plutôt que rappel

Your Recently Viewed Items and Featured Recommendations

You viewed

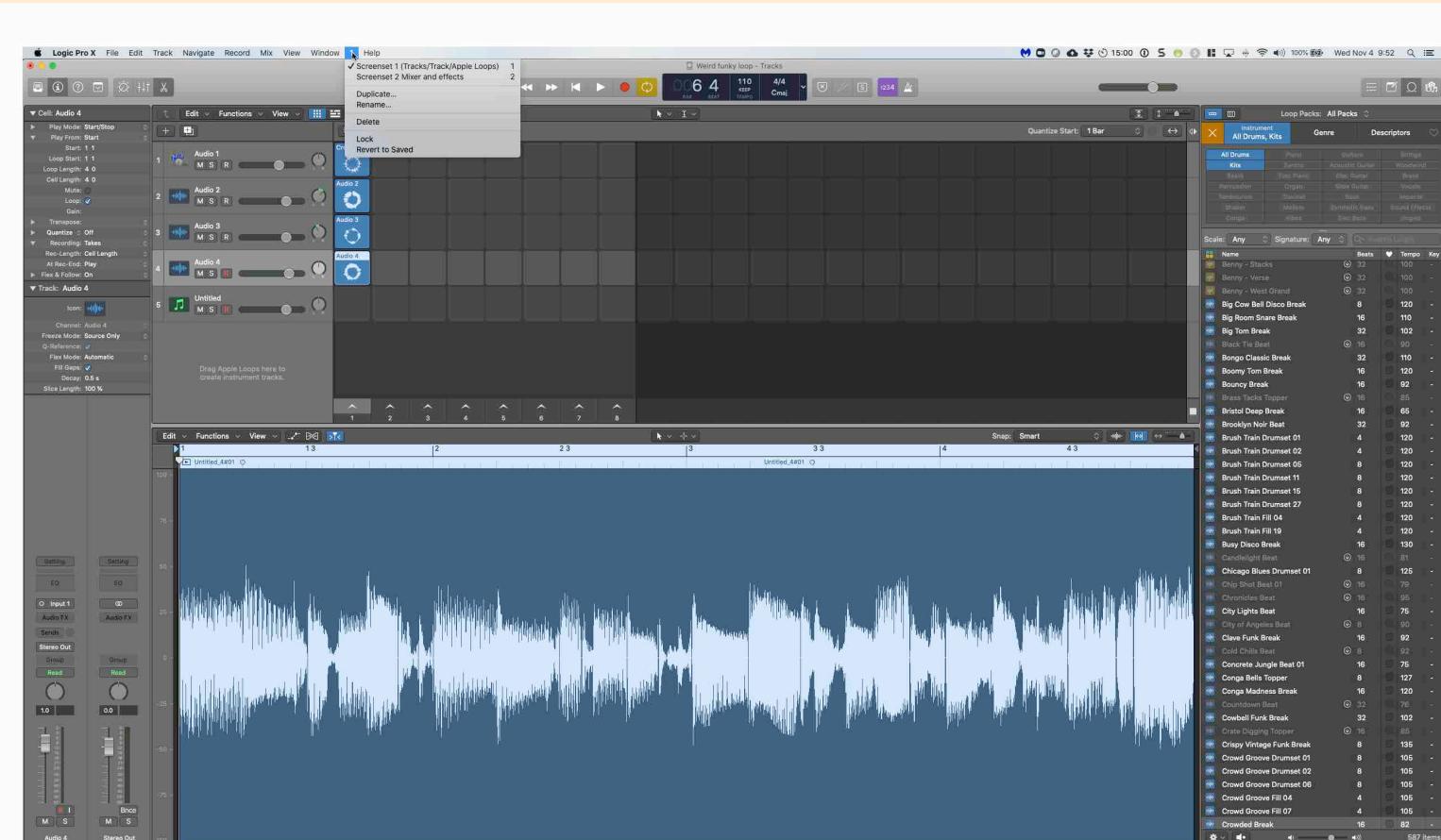
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Row 1	✓		
Row 2	✓	✓	
Row 3	✓		✓
Row 4	✓	✓	

View or edit your browsing history

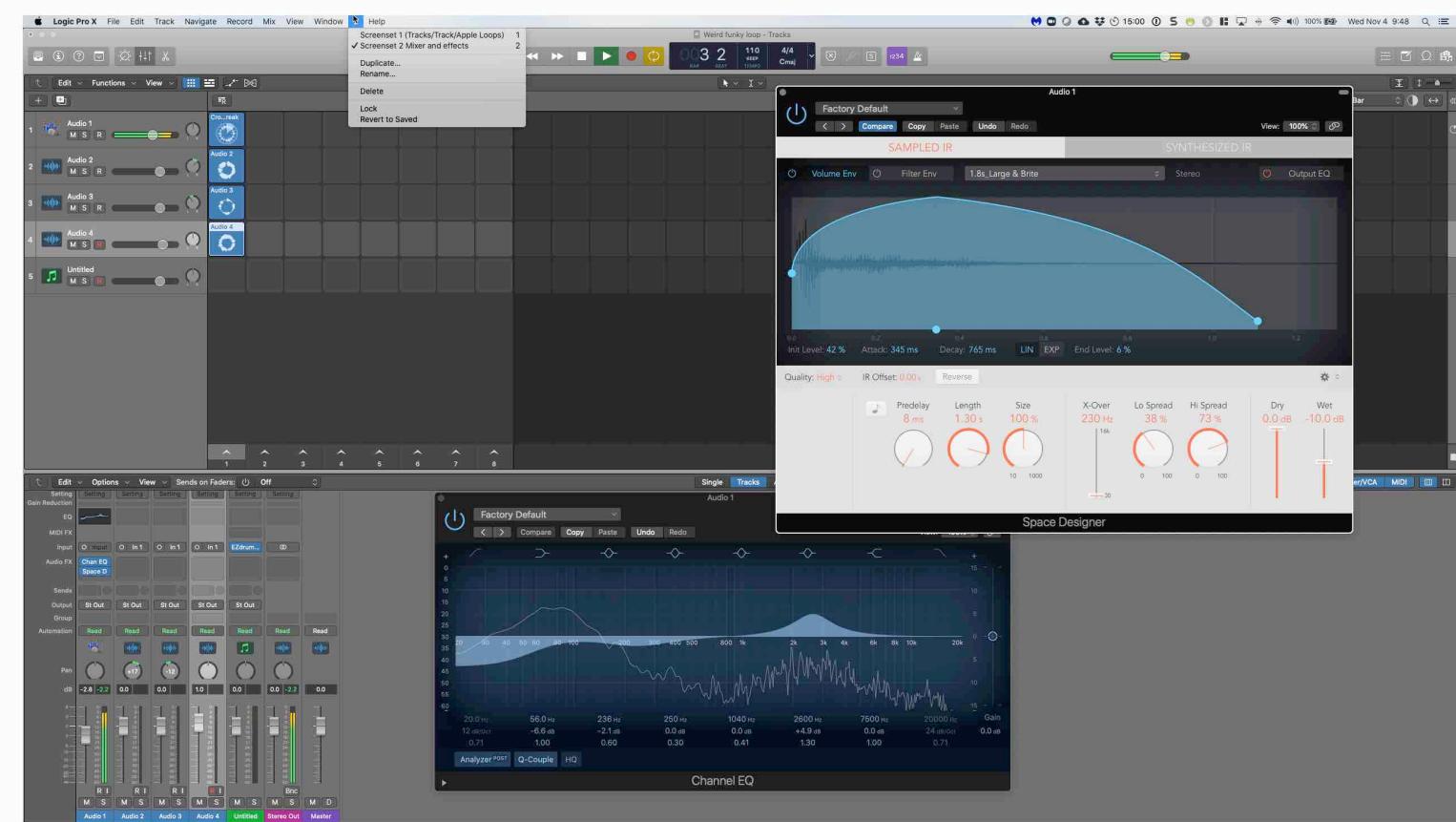
iPad Pro 12.9-in. (4th gen) iPad Air (3rd gen) iPad (7th gen)

	iPad Pro 12.9-in. (4th gen)	iPad Air (3rd gen)	iPad (7th gen)
Row 1	✓		
Row 2	✓	✓	
Row 3	✓		✓
Row 4	✓	✓	

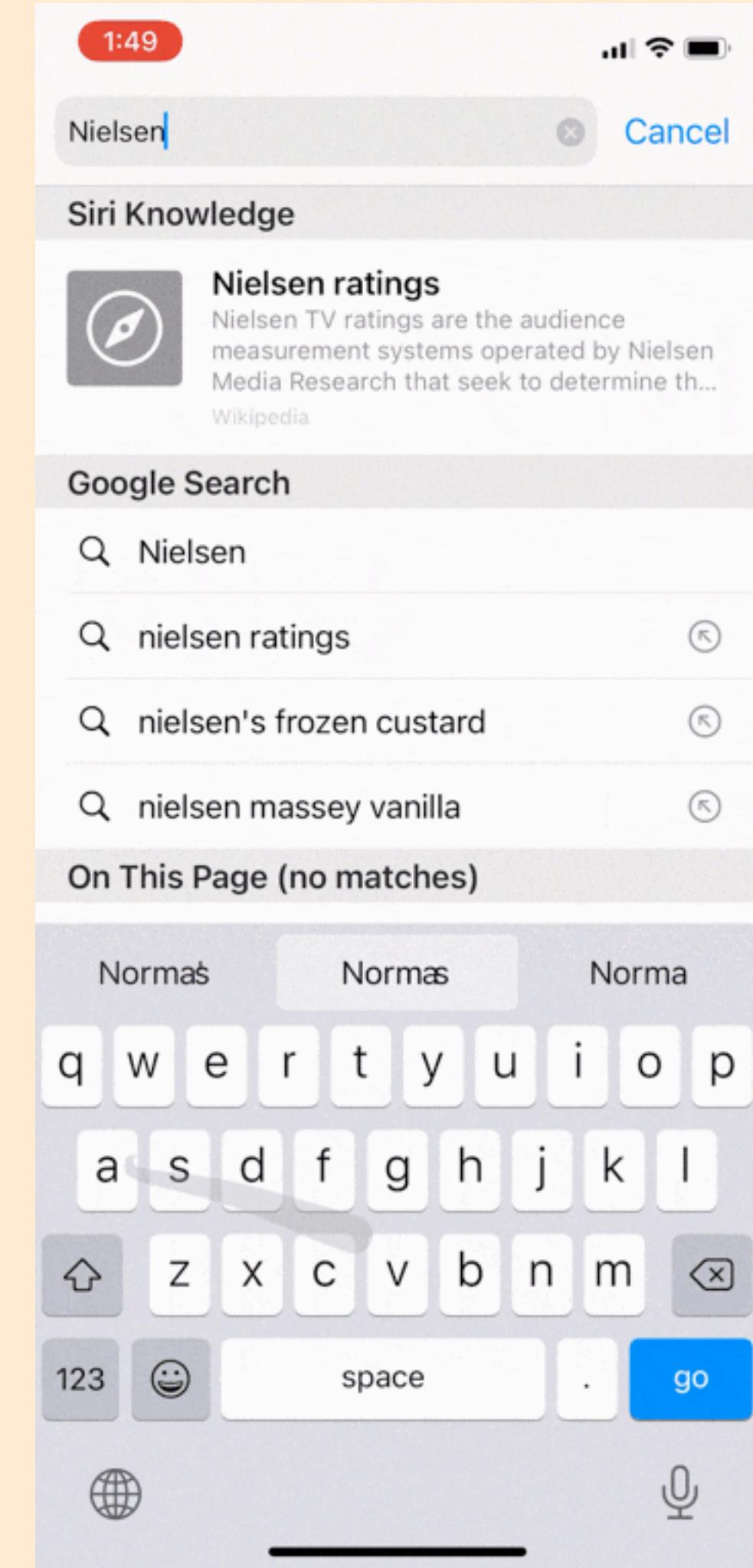
#7 - flexibilité et efficience d'utilisation



Screenset 1

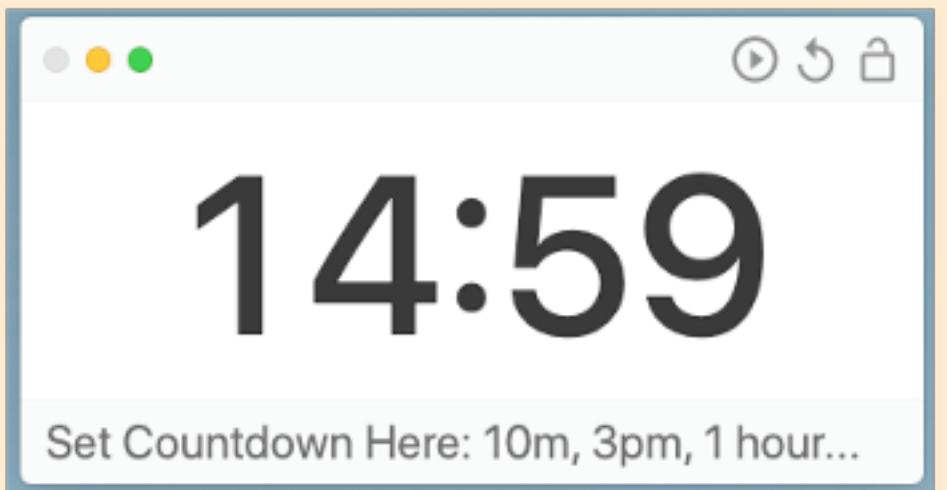
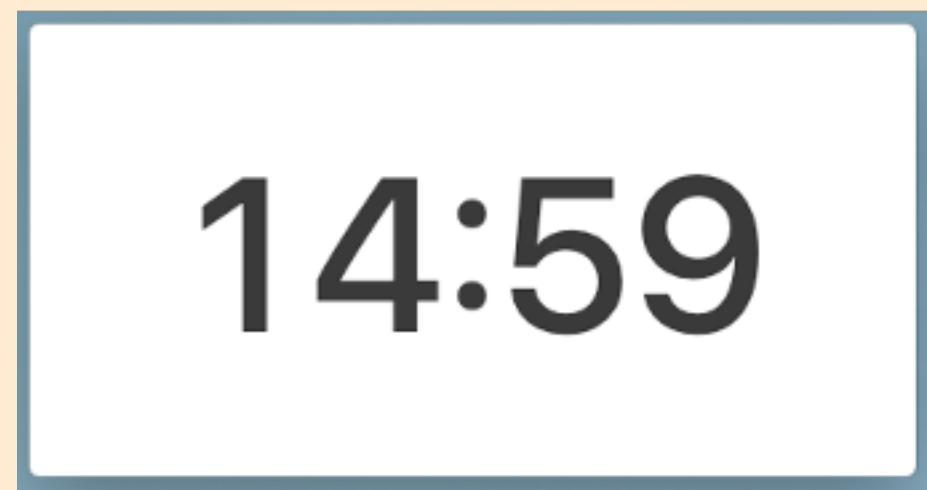


Screenset 2



#8 - « design » esthétique et minimaliste

The screenshot shows the National Geographic website's homepage. At the top, there is a navigation bar with the National Geographic logo, followed by links for IMPACT, EDUCATION, EVENTS, and FUNDING OPPORTUNITIES. Below the navigation is a yellow horizontal bar with 'Our Programs' and 'Our Explorers'. A large, scenic photograph of a wetland at sunset serves as the background for the main content area. Overlaid on this image is the text 'OUR PROGRAMS' in a large, white, sans-serif font. At the bottom of the page, a dark footer bar contains the text 'NOW MORE THAN EVER, OUR PLANET NEEDS OUR HELP.' and a small note: 'The National Geographic Society supports research, exploration, and conservation in every part'.



#9 – fonctions de l'aide (reconnaissance, diagnostic et récupération d'erreurs)

Shipping address

*Required

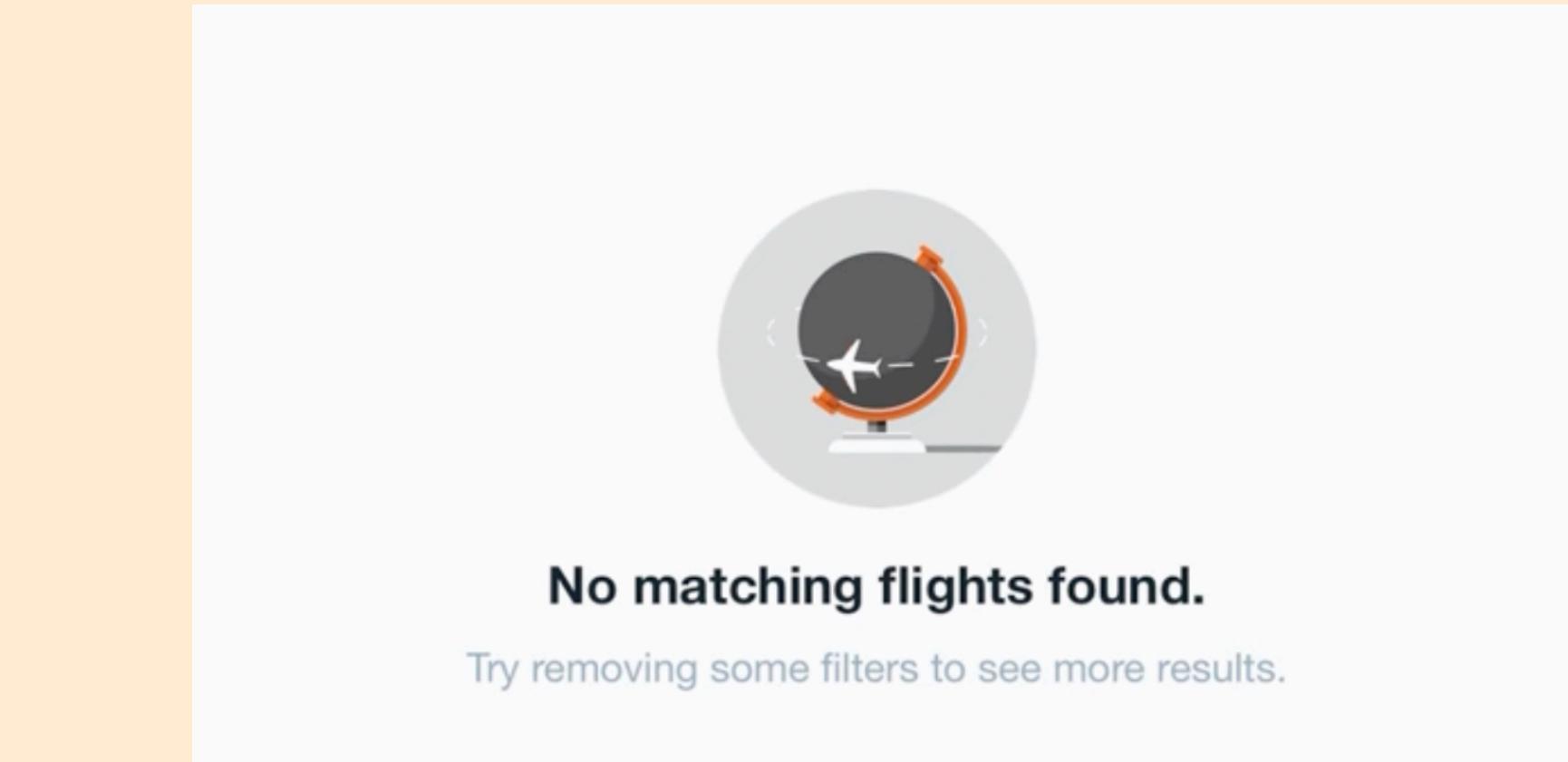
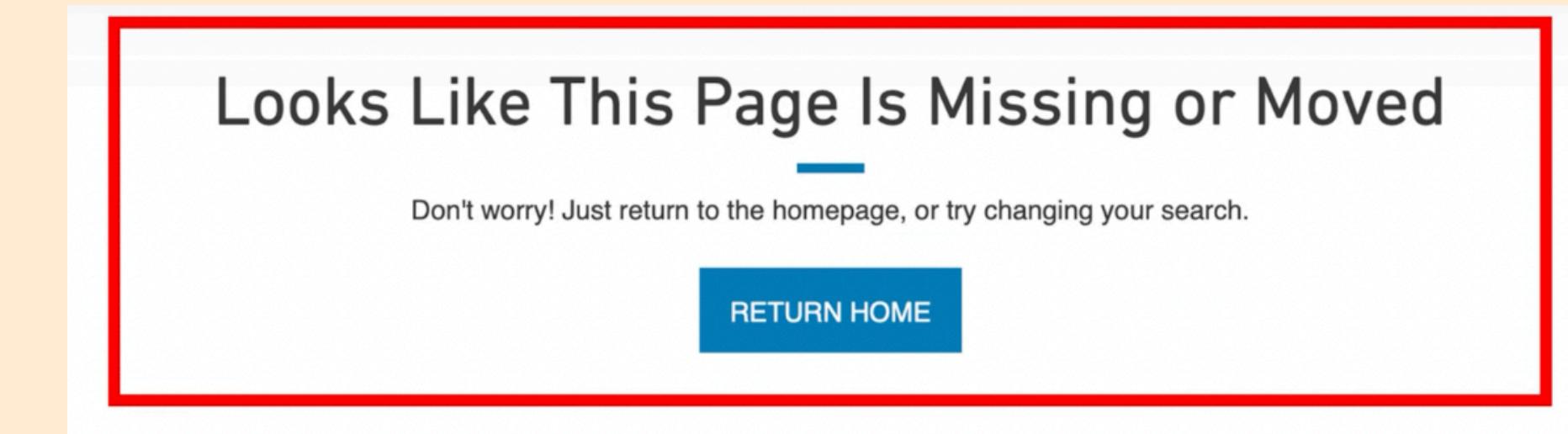
First name*

⚠ Last name*

Enter the last name

Ship to a Nordstrom Store

⚠ Address*



#10 - aide et documentation

The collage illustrates various forms of in-app documentation and support:

- O'Reilly mobile app:** A modal window titled "Get there from anywhere" provides information about accessing training courses and playlists from anywhere. It includes a "Close" button.
- Calendar Application (Top Left):** A welcome message for "Hi Alita" with a yellow hand icon. It says, "We're happy you're here. I'll show you how to get started adding events and calendars - it takes less than 30 seconds." Below is a "Start" button and a "Skip" button.
- Calendar Application (Top Right):** A tooltip for the "+ Create" button in the "AddEvent" screen. It explains: "When you click the '+ Create' button, you'll have the option to either add a new event to an existing calendar or add a brand new calendar." Below is a "Next" button.
- Calendar Application (Bottom Right):** A tooltip for the "We don't publish your calendars or events anywhere" section. It states: "When you add a new event or a new calendar, it won't be published or shared anywhere. It's up to you to share it with your users how and when you choose." Below is a "Next" button.
- Nature Guide App (Bottom):** A "How to use this app" section with several tips:
 - When you open the app for the first time you should see a list of bird species names on the left. If the list isn't present, you can bring it up using the List button:
 - You can change the sort order of the species in the list to either taxonomic or alphabetic using the Sort button at the bottom left of the list panel:
 - The Lists button at the bottom right of the lists panel allows you to choose which set of species you would like to see in the app. Tap to choose a list:
 - To add a species to your 'favourites' list, simply tap the star icon by the name.
 - Tap on any species to view all the available assets: illustrations, photos, map and text. Tap on any asset in the scrolling thumbnails at the bottom or just swipe left or right between the assets. To zoom in to any asset on its own at larger size, double-tap it or pinch-out. Double-tap again or pinch-in to restore.

To compare species, tap the Compare button. The screen will split and the most likely confusion species will be available in the list on the other half of the screen. If you want to compare with any species, tap the Lists button (bottom right of the list) and choose 'All Species'.

To search for a species, tap in the search box in the top level. Type and the app will start to search after at least three characters have been entered. It searches within the name, and also the scientific name. To clear the search, tap the "x" at the right-hand side of the search box.

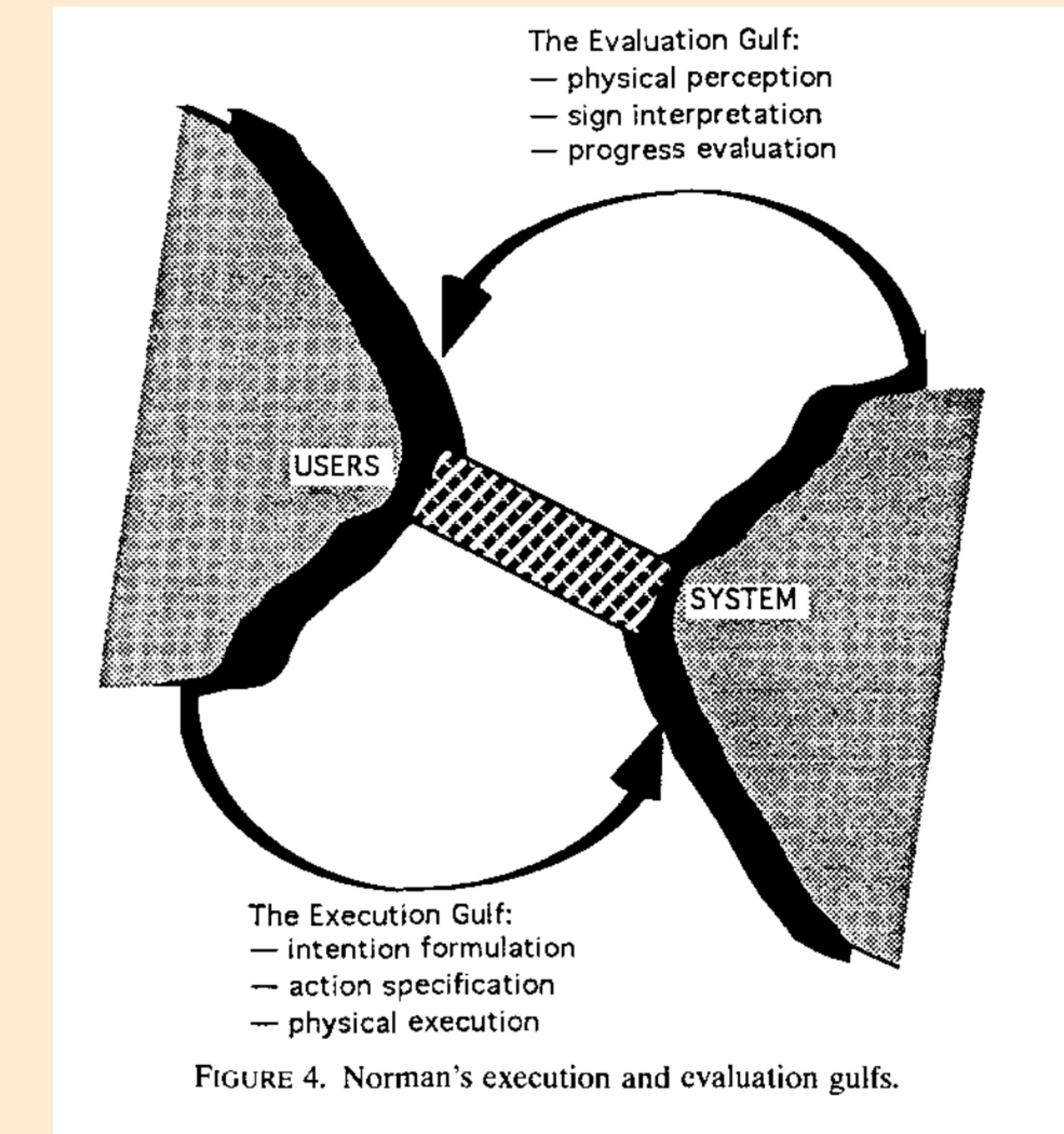
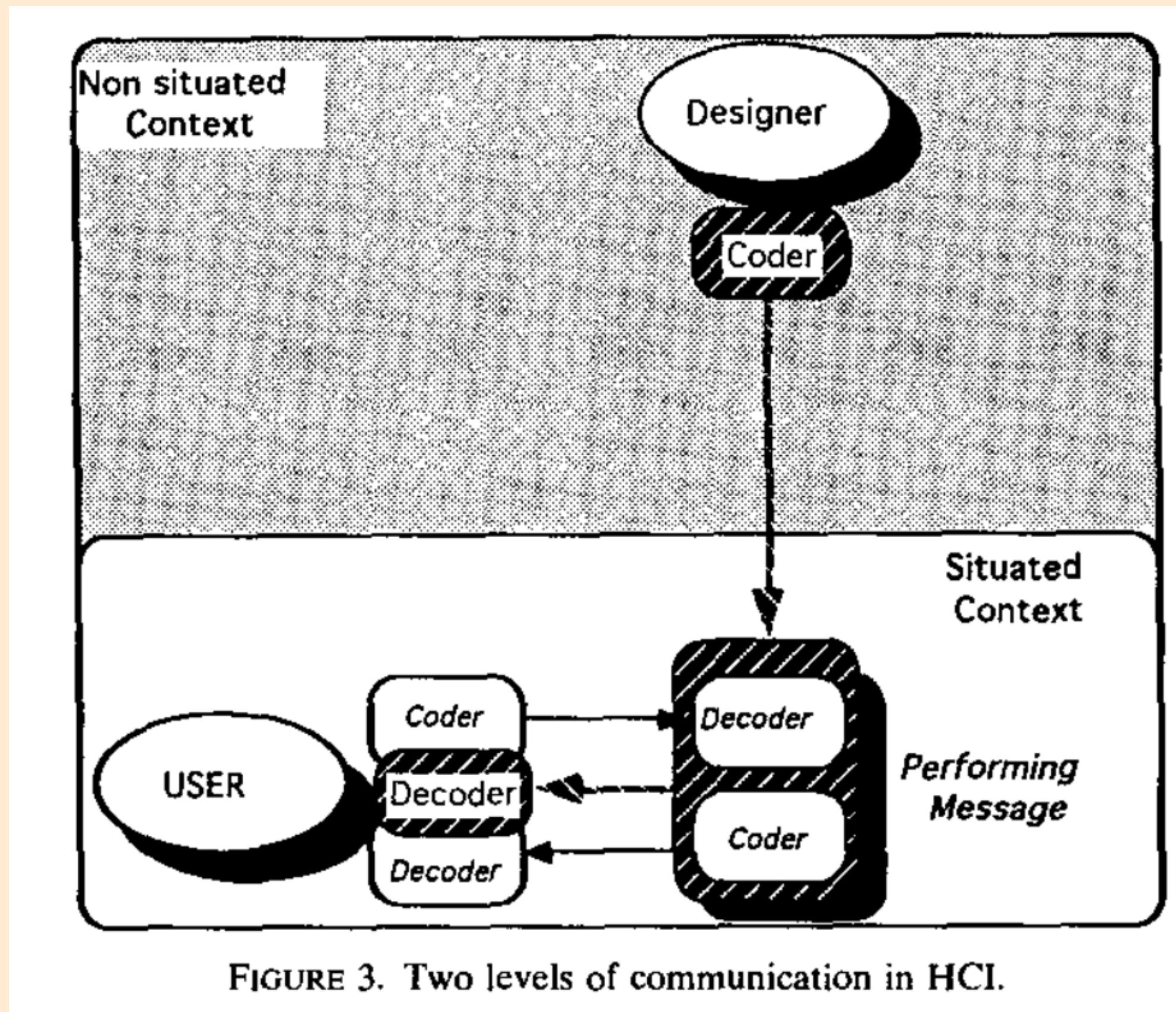
Tap the More button (top right) to access the Introduction and to change Settings. In Settings you can change the language in which the species names appear.

We hope you enjoy this app. If you have suggestions, problems, high praise, ideas or constructive criticism, please email contact@natureguides.com and please remember to mention the app that you're using.

ergonomie des interfaces

- l'ergonomie IHM (Interface Homme-machine) est synonyme d'utilisabilité
- l'ergonomie cognitive obéit aux grandes fonctions cognitives ou modèles mentaux de l'être humain, à savoir le raisonnement, la mémoire et la perception, l'attention, etc.
- domaine : l'environnement plus large dans lequel le système doit fonctionner

ergonomie des interfaces



Figma & Balsamiq